TO 39: ICT4E Quarterly Report FY 2014, Q1

GLOBAL EVALUATION & MONITORING II
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The present Task Order was signed in the third quarter of FY2011, on June 22, 2011. The activities outlined in this Quarterly Report focused largely on: (1) managing the development of the mReading and mYWD Landscape Reviews and the mReading Analytical Report; (2) conducting research and associated tasks with other research-focused activities such as the USAID-funded ICT4E project database, the mobile Money and Education Landscape Review, the universal learning device, ICT4E foundations research, and ICT4E online marketplaces; (3) representing and promoting the mEducation Alliance at mEducation-related events such as the U.S. Department of State's Tech@State:EdTech and UNESCO Mobile Learning Week 2014; (4) continuing to develop and manage the mEducation Alliance website and social media; (5) coordinating efforts to plan and facilitate Seminar Series events with SC members; (6) planning and coordinating efforts to support the 2013 mEducation Alliance International Symposium: *Commit Fair for Project Scaling* and post-Symposium activities such as developing the Symposium Summary Report, organizing and facilitating a series of Twitter chat events, and promoting commitments made at the event on the mEducation Alliance website; (7) managing the development of the Mobiles for Reading (mReading), Mobiles for Youth Workforce Development (mYWD), and Mobile Education for Numeracy (mNumeracy) Working Groups (WG); (8) strengthening the Alliance's guiding structure through supporting the Steering Committee (SC) and the Private Sector Consultative Committee (PSCC); and (9) continuing to provide ongoing support and coordination for the day-to-day running of the mEducation Alliance Secretariat. The ICT4E contract modification was received February 12, 2013 which reflected realigned project deliverables and budget. This report outlines Q4 project activities in each of the following categories as outlined in the contract modification:

A. **Analytical Research**
   mReading Landscape Review and Analytical Report
   - Initiated in Q1 FY13, JBS continued to work with the selected consultant on the comprehensive Landscape Review of mReading. A rough draft of the landscape review was submitted near the end of Q2. JBS reviewed this draft and provided additional feedback to consultant, along with examples of new projects that should be included in the project scan, as well as content areas that needed further in-depth research and analysis. JBS made extensive markings to the Appendix noting changes and edits which needed to be made to that document as well. An intern at World Vision was engaged to edit the Appendix; a revised version was returned to JBS in September. JBS is reviewing the document and providing further revisions.

     JBS and USAID discussed options to complete the Landscape Review, and determined that upon receipt of the consultant's latest draft on 09/17/2013, the consultant's contract would be considered complete. It was further determined that a new consultant would be brought on to conduct additional research and analysis

for in-depth case studies to round-out the Landscape Review. In August of Q4 FY 2013, USAID asked JBS to draft a new Scope of Work (SOW) for a second consultant to conduct case studies to add deeper analysis to the mReading Landscape Review. However, at the beginning of Q1 FY 2014, the consultant provided an outline of the Review to JBS and USAID which deviated from the original SOW. JBS modified the SOW to reflect the new outline, now termed the mReading Analytical Report, and USAID agreed to extend the authorized number of days. By the end of Q1, the consultant had submitted a first draft of the mReading Analytical Report and JBS was beginning the process of reviewing it and consolidating feedback.

USAID-Funded ICT4E Project Research
- JBS created a database of USAID-funded ICT4E projects for USAID's use. After receiving initial research findings from the USAID Library, JBS converted the information to the USAID required format and continued to input information regarding additional projects for which information was available.

Mobile Money Research
- Per USAID's request, JBS developed a SOW for a consultant to conduct a research project to investigate the use of mobile money in education. JBS posted a job description for the consultant position online and conducted an online search for possible candidates. At the end of Q1, JBS had received and reviewed three applications. This research effort was a collaborative effort between the Office of Education and the Mobiles Solutions Group at USAID.

Universal Learning Device
- JBS provided additional research support in identifying a "universal learning device" per USAID's request. USAID selected a Senior Education Specialist as a consultant to help with the endeavor. In addition, JBS discussed various prize vendors with World Vision and reviewed the selected consultant's plan for the prize ideation process for the "universal learning device."

ICT4E Foundations Research
- In Q1, USAID requested that JBS provide information regarding foundations that could potentially support the mEducation Alliance and its activities. JBS conducted substantial research and compiled a list of foundations and supporting information to be submitted to USAID for review.

ICT4E Online Marketplaces
- Per USAID's request, JBS explored opportunities to create and/or support an online space where mEducation projects could describe their needs and solicit assistance or create partnerships to realize their objectives. JBS researched existing online marketplaces that could potentially serve this need and recommended that USAID reach out to Results for Development to explore future opportunities for collaboration.

B. Knowledge Exchange
   Attend Events/PR
- JBS updated and created new mEducation Alliance materials to be presented and distributed at the U.S. Department of State's 13th Tech@State event, *Tech@State: EdTech*, on November 1, 2013. The event convened representatives from the U.S. Departments of State, U.S. Department of Education, USAID, NGOs, private sector organizations, and education institutions committed to exploring and promoting the use of technology to improve diplomacy and access to quality education around the world. JBS also moderated a discussion among expert panelists on how new educational tools and technologies could be used to make careers in STEM more appealing to girls and women.

   The mEducation Alliance had a display table where the following materials were available:
   - The mEducation Alliance informational brochure;
   - The 2012 mEducation Alliance Symposium Report;
   - 5 minute briefers of Seminar Series events (four different event summaries);
   - The mYWD Working Group (WG) Learning Series One Product; and
   - The mYWD Working Group Landscape Review.

   JBS created a website page prior to the event to allow easy access and dissemination of the aforementioned materials. A sign-up sheet was available for participants to request to be added to the mEducation Alliance email mailing list, and QR codes linking to the event community page with the available resources and the mEducation Alliance Twitter feed were also on display.

- JBS also submitted an application to attend UNESCO Mobile Learning Week (MLW) 2014 and participate in the Walking Gallery. JBS explored the potential to hold a workshop at UNESCO, in response to an invitation by UNESCO. JBS also explored opportunities for scheduling a SC meeting at the UNESCO event, dependent on USAID's attendance and/or representation.

   Website Management and Content Development
- JBS continued to support and manage the mEducation Alliance website and its content. JBS created content pages for Seminar Series events, partner and member events, recent publications, community discussions and announcements, and mLearning projects. In addition, JBS moderated and edited content submitted by SC and mEducation Alliance community members, managed website quality control and identified any issues which required additional support from the website IT support team. Twitter was also utilized to further disseminate new content and monitor SC and mEducation Alliance members' activities to develop the Alliance's presence within the social media sphere and mLearning field.

The following three feature articles were developed by JBS as well to highlight the 2013 mEducation Alliance International Symposium and the Alliance's involvement in the Tech@State event:

  o *OAS Interviews 2013 Mobiles for Education (mEducation) Alliance International Symposium Participants;*
  o *Press Release: mEducation Alliance 3rd Annual Symposium;* and
  o *Tech@State: EdTech.*

Solicit External Website Content
- To help facilitate greater engagement with the website and Alliance as a whole, JBS continued to provide support to Steering Committee organizations that volunteered to contribute a feature article and event announcement for the month of their choice (tied to their Seminar Series- see below). JBS also reached out to mEducation Alliance members through Twitter and email to encourage member generated content, especially on the Projects, Events, and Resources pages.

C. E-Forums, Workshops, and Conferences
   Seminar Series
- To extend the Seminar Series under a limited budget and encourage greater SC member ownership and buy-in, JBS proposed that each SC organization be responsible for preparing one feature article and organizing and hosting one seminar series event one month per year. In Q2 FY 2013, JBS created a schedule and sign-up sheet for SC members to select their month and topic thereby securing commitments for nearly every month until the end of the contract. JBS also developed and disseminated a guide to SC members detailing how to manage seminar series events and the expectations for before, during and after their selected month. This document was posted as a Google doc. In Q1 FY 2014, JBS supported and facilitated the following Seminar Series events:
  o On November 12, 2013, Peace Corps hosted their postponed Seminar Series webinar on the use of mobile technology by Peace Corps Volunteers in the field. JBS worked with Peace Corps to coordinate event logistics and to create and distribute an event invitation.
  o On December 19, 2013, GPE hosted a Seminar Series event on a new mobile application for parents to address the learning gap in low-income countries. JBS worked with GPE to coordinate event logistics and to create and distribute an event invitation.

Symposium
- In this Quarter, JBS contributed considerable time and effort to planning, organizing and managing the 2013 mEducation Alliance International Symposium: *Commit Fair for Project Scaling* held on October 15-16, 2103 at the headquarters of the Organization of American States (OAS) in Washington, D.C. This year's Symposium featured a new action-oriented Commit Fair format and convened over 170 representatives from leading donors, private sector organizations, NGOs, multilaterals, research institutes, project implementers and other internationally

recognized leaders engaged in the utilization of a broad range of technologies for enhancing quality educational outcomes.

- o It was determined that facilitators at the Symposium would aid in the efficient and swift transitions between the many different sessions scheduled over the two-day event. After interviewing facilitators and creating Scopes of Work for each of the four selected facilitators, JBS conducted training sessions with the group to review best practices and techniques for facilitating the highly participatory, time-sensitive Commit Fair sessions.
- o JBS conducted heavy outreach to private sector organizations with the strategic planning consultant in an effort to solicit commitments for the Symposium Commit Fair. First initiated in Q4, JBS and the strategic planning consultant continued to meet with over 75 organizations to discuss the Symposium and to gauge possible organization interest in either providing sponsorship support for the Symposium, providing and announcing a commitment to mEducation projects presenting at the Symposium, or generally supporting the mEducation Alliance.
- o JBS prepared the agenda in collaboration with the Steering Committee, recruited pitch fest panel of investors, and managed invitations/registration and all aspects of the Symposium.
- o JBS worked with the strategic planning consultant to create a Vision document to be presented to the SC during the post-Symposium meeting held on October 17th, 2013. This document was also developed to help the consultant reach out to more organizations for long-term commitments. The Vision was informed by the feedback the consultant received from the organizations and people with which he met. JBS provided a table indicating the current status of the outreach efforts.
- o JBS worked with event host OAS to coordinate all logistics leading up to the event, which involved a lot of last minute re-organizing, reshuffling of presenters, and substituting sessions with new speakers due to the U.S. government shutdown and the inability of U.S. government representatives to participate in the event. Both OAS and JBS provided additional staffing to help run the event. Both days of the Symposium ran smoothly and participant feedback was predominately positive.

Post-Symposium Activities

- JBS conducted a number of post-Symposium tasks. Activities included:
  - o JBS collected and synthesized evaluation survey feedback, collected presentations and uploaded them to the Alliance website, uploaded speaker biographies and project descriptions to the website, collected session audio recordings and photos, and prepared notes from certain highlighted sessions to feature on the website.
  - o JBS drafted a press release for the event, which was featured on the website and distributed externally, and a feature article to highlight a video of interviews conducted by OAS at the event.

- o JBS compiled and edited notes from select Symposium sessions and completed a draft of the Summary Report to be reviewed by USAID and highlighted on the mEducation Alliance website.
- o Per USAID's request to provide an online platform for projects showcased at the event to reach a wider audience, JBS developed a series of interactive events to highlight selected projects through the mEducation Alliance website and Twitter. It was agreed that each event would highlight a video of one of the five selected projects on the website and allow mEducation Alliance community members to engage project representatives and others through a one-hour discussion on Twitter moderated by JBS.
- o After Orange announced at the Symposium that it would commit substantial employee time to assist implementing NGOs and social enterprises in the design and scale of innovative and sustainable mEducation solutions in countries where Orange works, JBS coordinated with Orange Labs to support the selection process and notifying selected organizations. JBS corresponded with each of the six projects selected by Orange and facilitated introductions between project representatives and Orange Labs.
- o Accenture ADP also made a commitment at the Symposium to devote staff time towards supporting mEducation projects. JBS worked with Accenture ADP to develop a template for organizations to use to apply for support. JBS drafted an article to post on the mEducation website about Accenture ADP's commitment and the process for projects to compete for technical assistance which was still pending approval from Accenture ADP at the end of Q1.

D. Support for Improved Analysis of ICT4E Global Activities
- No requests received under this activity.

E. Mobiles for Education Alliance and ACR-GC Secretariat
mEducation Alliance
mReading Working Group
- JBS continued to provide support to develop the mReading WG in Q1. JBS organized and facilitated mReading thematic sessions and a WG meeting at the Symposium. JBS also drafted a summary of the WG meeting featured in the Symposium Summary Report.

mYWD Working Group
- JBS also continued to support the mYWD WG. Activities included:
  - o JBS continued to manage and support the development and publication of the Landscape Review conducted by a MasterCard consultant. JBS printed and distributed copies of the mYWD Landscape Review at the Symposium and featured a digital version on the mEducation Alliance website. In addition, JBS organized and facilitated mYWD thematic sessions and a WG meeting at the Symposium. JBS also drafted a summary of the WG meeting featured in the Symposium Summary Report.

- JBS also supported a mYWD WG meeting hosted by Plan International on November 6, 2013. The Consultant for the Landscape Review and USAID presented and discussed key findings from the mYWD Landscape Review. JBS promoted the event on the mEducation Alliance website.
- JBS produced a final grant report for the MasterCard Foundation following the completion of its grant funding development and management of mYWD WG Learning Series events and development of the mYWD Landscape Review.

mNumeracy Working Group
- JBS supported the official launch of the GIZ-supported mNumeracy WG at the Symposium and following the event. JBS organized and facilitated mNumeracy thematic sessions and a WG meeting at the Symposium. JBS also drafted a summary of the WG meeting featured in the Symposium Summary Report. In addition, JBS created an online community space for the new WG and provided support to GIZ in navigating and utilizing the website.

Steering/Executive/Private Sector Consultative Committee Support
- JBS continued efforts to strengthen the SC and promote buy-in and support from member organizations. JBS planned and coordinated two member meetings in Q1: one in-person in October following the Symposium, and one phone-in meeting in November for those SC members who were unable to attend the first meeting. Each meeting required considerable planning and coordination to prepare engaging agendas which included central discussion topics on the strategic planning consultant's research findings and the overall sustainability of the Alliance. Following each SC meeting, JBS prepared and disseminated detailed summaries of the meetings, highlighting action items to ensure further participation from SC members. JBS also followed up with individual members as needed to ensure continued participation in Alliance activities and contribution to the goals and needs of the Alliance where applicable.
- JBS facilitated the voting process for two SC member candidates. SC members approved one of the organization's though the results for second organization's candidacy were still pending at the end of Q1.
- JBS created a Google document to be distributed to SC members allowing them to share projects and areas for potential collaboration with other SC member organizations per USAID's request.
- JBS and USAID agreed that PSCC members would be included in future SC meetings.

Sustainability Development and Partnership Building
- Initiated during Q1, JBS conducted a comprehensive search to recruit a business consultant with expertise in the area of Alliance-building, long-term financial structuring and strategic planning to help develop a business plan and long-term planning for the Alliance in an effort to ensure sustainability. JBS identified a number of candidates for USAID's review. At the beginning of Q4, JBS hired the strategic planning consultant to serve as a business consultant/strategist and to

assist with future Alliance sustainability planning. The consultant began work in Q4 FY2013 and completed his work in Q1 FY2014. He conducted outreach to private sector organizations regarding Symposium sponsor support and PSCC membership and spoke with many of the SC member organizations to learn about their role in the Alliance and to discuss options for Alliance sustainability.

- o JBS worked with the consultant to create a Vision document to be presented to the SC during the post-Symposium meeting held on October 17th, 2013. This document was also developed to help the consultant as he reached out to more organizations for long-term commitments. The Vision was also informed by the feedback the consultant received from the organizations and people with which he met. JBS provided a table indicating the current status of the consultant's outreach efforts.
- o The consultant presented his findings and recommendations related to the sustainability of the Alliance and SC members provided feedback and suggestions for best ways to move the Alliance forward. JBS produced meeting summaries and circulated them among SC members. The SC agreed to form a taskforce to work on sustainability planning for the Alliance. The SC decided to write a letter to USAID to apply for additional funding while the task force works on developing the longer term plan.
- o USAID indicated that a Senior Education Specialist, selected as a consultant, would be able to provide guidance on which USAID departments to approach to obtain funding to transition the alliance. However, JBS, USAID, and the consultant reached the decision that the consultant did not have the appropriate strategic planning background or sufficient information to address this task.
- o USAID indicated that it would like to hire a consultant to assist with the creation of a business plan for the next stage of the Alliance. JBS communicated with another consultant for the business plan who indicated that her team would be available from January 15, 2014.
- o In December of Q1, JBS drafted a10-page document to summarize and promote the Alliance's achievements and the plans for the future of the Alliance. The document would be used to promote the Alliance to potential supporting organizations.

Education Grand Challenge / All Children Reading (ACR-GC)
- In December of Q1, JBS and USAID discussed a potential JBS-supported research project to study digital repositories for early-grade reading courseware. JBS developed a draft SOW for USAID and was awaiting approval from the various USAID representatives involved.

Anticipated Activities for Coming Quarter
In the coming quarter, JBS will continue to: (a) manage the development of the mReading Landscape Review and Analytical Report; (b) complete research and associated tasks with other research-focused projects such as the USAID-funded ICT4E project database, the Mobile Money and Education Landscape Review, the universal learning device, ICT4E foundations research, and identifying ICT4E online marketplaces; (c) represent and

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promote the mEducation Alliance at mEducation-related events such as UNESCO's MLW; (d) continue to develop and manage the mEducation Alliance website; (e) coordinate efforts to plan and facilitate Seminar Series events with SC members; (f) complete post-Symposium activities such as publishing the Symposium Summary Report, organizing and facilitating the series of Twitter chat events, and promoting commitments made at the event on the mEducation Alliance website; (g) manage the development of the mReading, mYWD, and mNumeracy WGs; (h) support and develop the SC, EC, and PSCC; (I) continue partnership building; (J) manage the research on use Mobile Money for Education; manage the activities of the consultant hired to assist with the business plan for the future of the Alliance; and (K) conduct activities required in completing JBS' role in managing the mEducation Alliance Secretariat.

Budget Overview
The following table displays the expenses allocated for each sub-activity of this Task Order this quarter (Q1 FY2014) and cumulative spending totals for each sub-activity.

Task Order Activity	FY2014 Q1	Cumulative
A. Analytical Research	$29,159.87	$89,548.76
B. Knowledge Exchange	$27,502.62	$115,903.02
C. E-Forums, Workshops, and Conferences	$66,447.48	$597,723.63
D. Support for Improved Analysis of ICT4E Global Activities	$0	$6,775.21
E. (1)Mobiles for Education for Development Alliance	$66,597.62	$623,343.03
(2)Education Grand Challenge / All Children Reading (ACR)	$264.54	$160,677.59
Total	**$189,972.13**	**$1,593,971.24**